

1. (Twice Amended) A system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display;

an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein an advertisement; and

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source for reproducing said advertisement upon said display.

10. (Twice Amended) A method for launching an advertisement on a computer comprising the steps of:

providing a computer having an audio input interface responsive to an audio signal output from a receiver of a broadcast source and a display coupled to the computer;

receiving the audio signal output having advertising information encoded therein at the audio input interface and decoding the advertising information for processing by the computer; and

initiating execution of a computer program on the computer responsive to the audio signal having the encoded advertising information.

REMARKS

Applicants have carefully reviewed the Office Action dated March 29, 2002. Applicants have amended Claims 1 and 10 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.